

## ORDER



KSDK

**Orders**  
**Order / Rev:** 721799  
**Alt Order #:** 06369446  
**Product Desc:** CROSSROADS GPS  
**Estimate:** 1165  
**Flight Dates:** 10/29/12 - 11/05/12  
**Original Date / Rev:** 10/11/12 / 10/11/12  
**Order Type:** Political

**Primary AE:** Kristin Waskie  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** Crossroads Media/ POL  
**Buying Contact:**  
**Billing Contact:**  
 66 Canal Center Plaza Suite 500  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Crossroads GPS  
**Demographic:** A35+  
**Product Codes:** IS-Candidate/Presidential,IS-Candidate/  
**Priority:** P-1  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	32	\$57,450.00	\$48,832.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	32	\$57,450.00	\$48,832.50	0.00
<b>Totals</b>	<b>32</b>	<b>\$57,450.00</b>	<b>\$48,832.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristin Waskie			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSDK	11/02/12	11/02/12	Tonight Show Tonight Show	CM	1035-1137p	----F--	:30	1	\$1,010.00	P-1	0.00	NM	1	\$1,010.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$1,010.00		0.00			
E 2	KSDK	11/02/12	11/02/12	M-F Noon News Noon News	CM	12-1230p	----F--	:30	1	\$790.00	P-1	0.00	NM	1	\$790.00
NEWSCHANNEL 5 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$790.00		0.00			
E 3	KSDK	11/02/12	11/02/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	----F--	:30	1	\$3,025.00	P-1	0.00	NM	1	\$3,025.00
NEWSCHANNEL 5 @ 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$3,025.00		0.00			
E 4	KSDK	11/02/12	11/02/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	----F--	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$3,000.00		0.00			
E 5	KSDK	11/02/12	11/02/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	----F--	:30	1	\$1,250.00	P-1	0.00	NM	1	\$1,250.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$1,250.00		0.00			

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 Alt Order #: 06369446  
 Flight Dates: 10/29/12 - 11/05/12

Advertiser: Crossroads GPS  
 Product Desc: CROSSROADS GPS  
 Estimate: 1165  
**KSDK**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	KSDK	10/29/12	11/05/12	Tonight Show Tonight Show	CM	1035-1137p	M-----	:30	1	\$1,010.00	P-1	0.00	NM	2	\$2,020.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	M-----					1	\$1,010.00		0.00			
Week: 11/05/12		11/05/12	11/11/12	M-----					1	\$1,010.00		0.00			
E 7	KSDK	10/29/12	11/05/12	M-F Noon News Noon News	CM	12-1230p	M-----	:30	1	\$790.00	P-1	0.00	NM	2	\$1,580.00
NEWSCHANNEL 5 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	M-----					1	\$790.00		0.00			
Week: 11/05/12		11/05/12	11/11/12	M-----					1	\$790.00		0.00			
E 8	KSDK	10/29/12	11/05/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	M-----	:30	1	\$3,025.00	P-1	0.00	NM	2	\$6,050.00
NEWSCHANNEL 5 @ 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	M-----					1	\$3,025.00		0.00			
Week: 11/05/12		11/05/12	11/11/12	M-----					1	\$3,025.00		0.00			
E 9	KSDK	10/29/12	11/05/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	M-----	:30	1	\$3,000.00	P-1	0.00	NM	2	\$6,000.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	M-----					1	\$3,000.00		0.00			
Week: 11/05/12		11/05/12	11/11/12	M-----					1	\$3,000.00		0.00			
E 10	KSDK	10/29/12	11/05/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	M-----	:30	1	\$1,250.00	P-1	0.00	NM	2	\$2,500.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	M-----					1	\$1,250.00		0.00			
Week: 11/05/12		11/05/12	11/11/12	M-----					1	\$1,250.00		0.00			
E 11	KSDK	11/04/12	11/04/12	LN2 (Su) LN2 (Su)	CM	1033p-11p/11:05p	-----S	:30	1	\$1,125.00	P-1	0.00	NM	1	\$1,125.00
NEWS 5 @ 10P AFTER NFL 2 9/9/12 -															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	-----S					1	\$1,125.00		0.00			
E 12	KSDK	11/04/12	11/04/12	SUN TDY NBC Today Show (Su)	CM	7-8A	-----S	:30	1	\$1,125.00	P-1	0.00	NM	1	\$1,125.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	-----S					1	\$1,125.00		0.00			
E 13	KSDK	11/01/12	11/01/12	LN (M-F) LN (M-F)	CM	10-1035p	---T---	:30	1	\$3,375.00	P-1	0.00	NM	1	\$3,375.00
NEWS 5 AT 10															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	---T---					1	\$3,375.00		0.00			
E 14	KSDK	11/01/12	11/01/12	Tonight Show Tonight Show	CM	1035-1137p	---T---	:30	1	\$1,010.00	P-1	0.00	NM	1	\$1,010.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	---T---					1	\$1,010.00		0.00			
E 15	KSDK	11/01/12	11/01/12	M-F Noon News Noon News	CM	12-1230p	---T---	:30	1	\$790.00	P-1	0.00	NM	1	\$790.00
NEWSCHANNEL 5 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	---T---					1	\$790.00		0.00			
E 16	KSDK	11/01/12	11/01/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	---T---	:30	1	\$3,025.00	P-1	0.00	NM	1	\$3,025.00
NEWSCHANNEL 5 @ 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	---T---					1	\$3,025.00		0.00			
E 17	KSDK	11/01/12	11/01/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	---T---	:30	1	\$1,250.00	P-1	0.00	NM	1	\$1,250.00

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KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---					1	\$1,250.00		0.00			
E 18	KSDK	10/30/12	10/30/12	LN (M-F) LN (M-F)	CM	10-1035p	-T-----	:30	1	\$3,375.00	P-1	0.00	NM	1	\$3,375.00
NEWS 5 AT 10															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$3,375.00		0.00			
E 19	KSDK	10/30/12	10/30/12	Tonight Show Tonight Show	CM	1035-1137p	-T-----	:30	1	\$1,010.00	P-1	0.00	NM	1	\$1,010.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$1,010.00		0.00			
E 20	KSDK	10/30/12	10/30/12	M-F Noon News Noon News	CM	12-1230p	-T-----	:30	1	\$790.00	P-1	0.00	NM	1	\$790.00
NEWSCHANNEL 5 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$790.00		0.00			
E 21	KSDK	10/30/12	10/30/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	-T-----	:30	1	\$3,025.00	P-1	0.00	NM	1	\$3,025.00
NEWSCHANNEL 5 @ 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$3,025.00		0.00			
E 22	KSDK	10/30/12	10/30/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	-T-----	:30	1	\$1,250.00	P-1	0.00	NM	1	\$1,250.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$1,250.00		0.00			
E 23	KSDK	10/31/12	10/31/12	Tonight Show Tonight Show	CM	1035-1137p	--W----	:30	1	\$1,010.00	P-1	0.00	NM	1	\$1,010.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----					1	\$1,010.00		0.00			
E 24	KSDK	10/31/12	10/31/12	M-F Noon News Noon News	CM	12-1230p	--W----	:30	1	\$790.00	P-1	0.00	NM	1	\$790.00
NEWSCHANNEL 5 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----					1	\$790.00		0.00			
E 25	KSDK	10/31/12	10/31/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	--W----	:30	1	\$3,025.00	P-1	0.00	NM	1	\$3,025.00
NEWSCHANNEL 5 @ 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----					1	\$3,025.00		0.00			
E 26	KSDK	10/31/12	10/31/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	--W----	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----					1	\$3,000.00		0.00			
E 27	KSDK	10/31/12	10/31/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	--W----	:30	1	\$1,250.00	P-1	0.00	NM	1	\$1,250.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----					1	\$1,250.00		0.00			
													Totals	32	\$57,450.00